

## DC-232-C

M.B.A. (IIIrd Sem.) Ex. Examination, 2013

### STRATEGIC MARKETING

Paper - FSM - 3

Time Allowed : Three Hours

Maximum Marks : 80

Note- All questions are compulsory.

#### Section-A

##### Short Answer Type Questions

Note- Attempt any four questions. Each question carries 8 marks.  $4 \times 8 = 32$

- Q. I. What do you mean by "strategic marketing"? Explain its various aspects.
- Q. II. Write a short note on "SBU strategy".
- Q. III. Explain "Market Analysis", by citing suitable examples.
- Q. IV. Describe the characteristics of followers.
- Q. V. How does a company understand its core competency and relate it to corporate strategy.
- Q. VI. What are the factors governing basic promotional strategy?

- Q. VII. Write a note on "Competitive Pricing".
- Q. VIII. Is strategic marketing different from strategic planning? Discuss.

#### Section-B

##### Long Answer Type Questions

Note- Answer any three questions. Each question carries 16 marks.  $3 \times 16 = 48$

- Q. IX. What are the strategies followed by Multinational Companies in Maximizing their market share.
- Q. X. Why is price flexibility necessary. Explain.
- Q. XI. What is product diversification? What strategy is needed for product diversification.
- Q. XII. Strategic Marketing Management drives its nature from the strategic Management Process. Discuss.
- Q. XIII. Explain the Ansoff's set of growth strategies as applied in marketing.